

THE FUTURE OF BEER: 2019

Global Annual Review: what's now and what's next for the beer and cider market.



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Report Content

- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

Premiumization boosts big brewers

- Quality is a higher priority than quantity for brewers and consumers
- Heineken invests in China's premium potential
 - Graph 1: fastest growing markets in total market volume of beer, by Compound Annual Growth Rate (CAGR), five years from 2018
- Tiered brand portfolios will help adults in growing economies trade up from value to premium

Craft brewers spread their influence

- Graph 2: craft brewery count, 2012-17
- Craft's global growth aligns with priority for quality
- Craft breweries get creative and expand their reach

Legalized cannabis brings complications

- Brewers prepare themselves for new competition
- Canada emerges as cannabis testing ground for global brewers
- Two US brewers develop non-alcoholic cannabis-infused drinks

IN THE NEXT TWO YEARS

- Mintel's perspective

Category-blurring answers quest for variety

- Experimentation yields new styles and flavors
- Global beer drinkers are intrigued by innovation
- Innovative releases show potential for more hybrids

Low- and no-alcohol selection will grow

- Moderation presents strong potential for growth of low- and no-alcohol sector
- Brewers extend famous brands – without the alcohol
- Brewers bet big on low-/no-alcohol products

Move sustainability beyond packaging

- Graph 3: ethical claims used by beer and cider launches, Dec 2013-Nov 2014 vs Dec 2017-Nov 2018
- Breweries get creative with sustainability solutions
- Ingredients will be the next focus in more circular view of sustainability

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- In age of 'self-care,' alcohol is no longer the only option for relaxation
- Explore more dynamic terms to explain the experience of taste
- Alcohol-free will become a reality

KEY MARKET DATA

- The size of China's population bolsters volume sales of beer
- European adults lead the world in beer consumption
 - Graph 4: beer per capita consumption, in liters, 2017
 - Graph 5: total market volume of beer, fastest growing markets, five years to 2018
- US and Europe lead share of global beer launches
 - Graph 6: beer and cider new product launches, by top five countries, Dec 2017-Nov 2018
- Global brewers choose glass for packaging material

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